



Media Release

Basel, June 19, 2014

Dufry honoured with special award at opening ceremony of `Pitti Uomo 86` men's fashion trade fair in Florence

Dufry received the "Firenze Home Town of Fashion" Award in the opening ceremony of the "Pitti Uomo 86", the key international trade event showcasing men's fashion and contemporary lifestyle trends which is held in Florence from 17 to 20 June 2014.

As the Florence Center for Italian Fashion ("Centro di Firenze per la Moda Italiana") is celebrating this year its 60th anniversary, it has launched a program of special events during the fair produced in cooperation with Pitti Immagine and with special grants from the Italian Ministry for Economic Development.

In Florence's historic Palazzo Vecchio, the Italian Prime Minister Matteo Renzi honoured on this occasion of the 60th anniversary of "Firenze Home Town of Fashion" Dufry and two other top retailers chosen personally by the President of the "Centro di Firenze per la Moda Italiana", Stefano Ricci with this dedicated award.

CEO Julian Diaz attended the opening festivities and was handed over the award on behalf of Dufry by the Italian Prime Minister Matteo Renzi and Stefano Ricci. The given award is a crystal with the logo carved out of "Hometown of Fashion in Florence."



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Dufry Group – A leading global travel retailer

Dufry AG (SIX: DUFN; BM&FBOVESPA: DAGB33) is a leading global travel retailer operating around 1'400 duty-free and duty-paid shops in airports, cruise lines, seaports, railway stations and downtown tourist areas.

Dufry employs over 16,000 people. The Company, headquartered in Basel, Switzerland, operates in 47 countries in Europe, Africa, Eurasia, Central America & Caribbean, North America and South America.



**SOS CHILDREN'S
VILLAGES**

Social Responsibility

Dufry cares for children and supports social projects from SOS Kinderdorf in Brazil, Cambodia, Mexico and Morocco. SOS Children's Villages is an independent, non-political and non-demonstrational organization established for orphaned and destitute children all over the world.